

EVIDENCE APPENDIX

Brochure titled "New Approaches to the Product Developer's Dilemma" from the NutraSweet Company, four pages, attached hereto as Appendix A.

Collection of pages from Pfizer brochure on Aclame (its trade name for alitame), attached hereto as Appendix B.

Neotame: The Next-Generation Sweetener, Food Technology, vol. 56, No. 7, (July 2002) pp. 36-45, attached hereto as Appendix C.

APPENDIX A

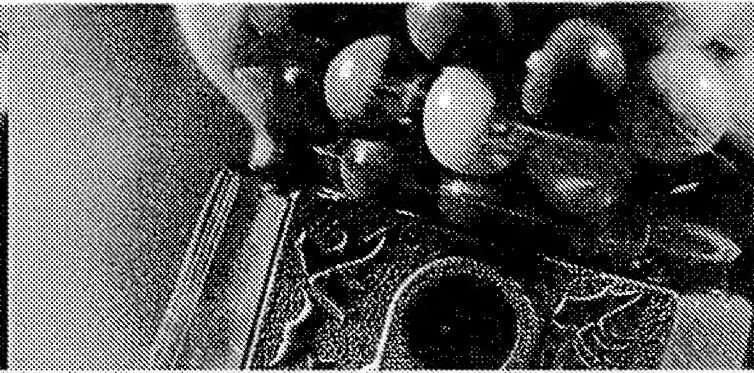
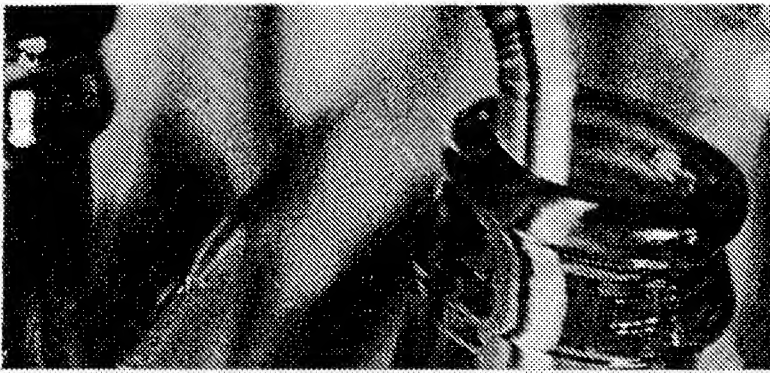
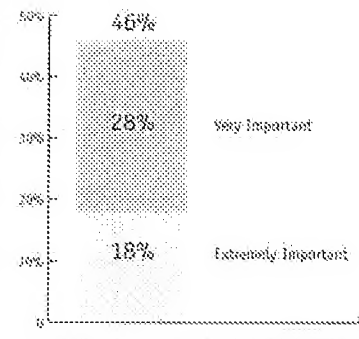


figure 1 **Less Sugar**
Importance of sugar reduction to improving overall health.



Source: The NutraSweet Company Consumer Survey (2002), 100 respondents

Consumers want to reduce their sugar intake...

The statistics speak volumes. Consumer anxiety about sugar has doubled in three years, and is now the #2 consumer diet concern, sandwiched between fat (#1) and calories (#3).

A recent consumer study by The NutraSweet Company reports that 46% of all carbonated soft drink users believe that it is "extremely" or "very important" for them to reduce their sugar intake to improve their overall health. (See figure 1)

New Approaches to the Product Developer's Dilemma

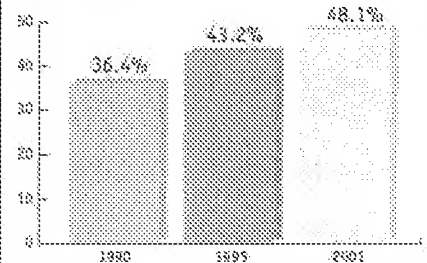
... But are not willing to sacrifice taste

At the same time, market research data has also shown increasingly that people will not sacrifice great taste for nutritional benefits: A multi-year study by The NPD Group showed that the percentage of consumers who will select a food product's taste over its nutritional benefits has increased from 36.4% in 1990 to 48.1% in 2001. (See figure 2)

figure 2 **Good Taste**
Consumers are increasingly less likely to sacrifice taste for nutrition.

Taste Trends

Percent that agree (all levels of agreement) with statement: "Food taste is more important than how nutritious it is."



Source: The NPD Group's National Eating Trends® Service

Alternatives to "diet"

The beverage industry has responded well to growing consumer dietary concerns by introducing a wide array of diet products with no sugar or calories.

However, while diet products meet the sugar and calorie reduction needs of many people, there is a significant segment of consumers who want to reduce their sugar intake for whom there is no ready alternative.

"Our consumer research suggests that most diet beverage drinkers are very satisfied with their diet beverage choices," says Craig Petray, President of The NutraSweet Company. "What is striking, however, is the number of regular beverage users who are highly interested in reducing their sugar intake but strongly prefer the taste of regular versus diet beverages. The current beverage market doesn't offer these consumers many alternatives."

A new solution

In July 2002, the U.S. Food and Drug Administration approved neotame, a new sweetener specifically designed to reduce sugar while providing all the flavor of a regular beverage. Developed by The NutraSweet Company, neotame offers product developers significant advantages for reducing sugar in beverage, confectionery and food products.

Questions & Answers About Neotame

What is neotame?

Neotame is a new sweetener and flavor enhancer, that has a clean sweet taste like sugar. (See figure 3) Because it is so intensely sweet (about 7000-13000 times sweeter than sugar), only very small amounts are needed to sweeten foods and beverages.

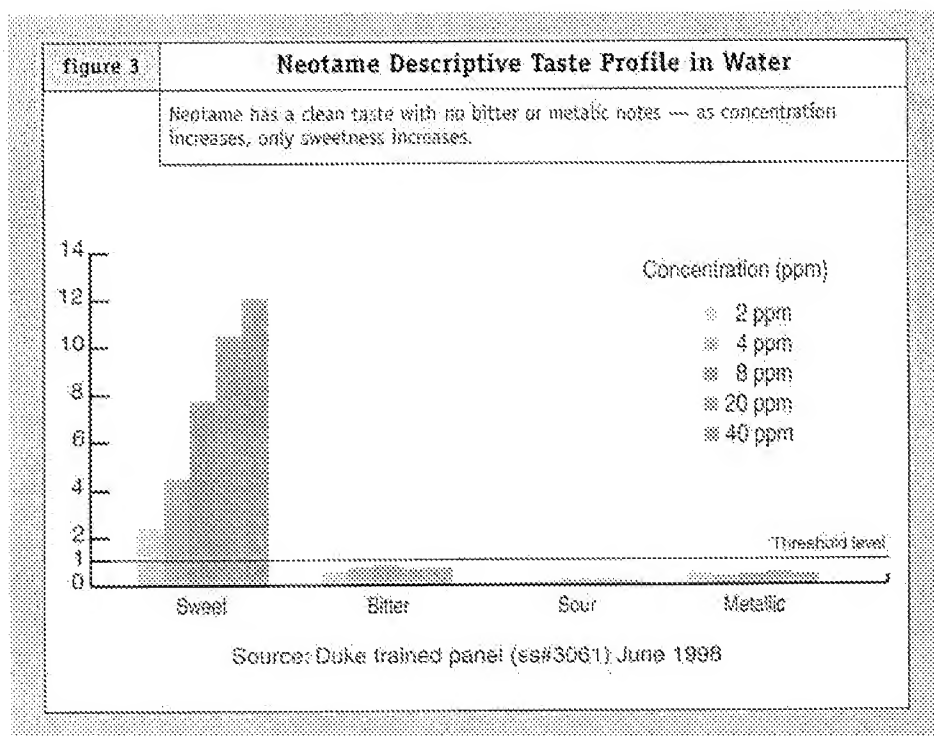
Who can consume neotame?

Everyone including children, pregnant and breastfeeding women, and people with diabetes can use neotame as a sweetener and flavor enhancer.

What are the key benefits of neotame?

Neotame provides food and beverage manufacturers with greater flexibility and value in delivering food and beverage products that meet consumers' expectations regarding health and taste.

Neotame can be blended with nutritive sweeteners, including high fructose corn syrup and sucrose, as well as with other high-intensity sweeteners, to match the taste of existing products or to develop new or improved tasting products. Neotame is a versatile food ingredient and is compatible with other food ingredients. Efficacy and potency will vary depending upon the actual application in which neotame is used.



• As a **sweetener**, neotame can replace a portion of the sweetness and calories from nutritive sweeteners without compromising taste. (See figure 4)

As a **flavor enhancer**, neotame can be used to create improved taste and flavor in a variety of food and beverage products at sweetening or sub-sweetening levels. In certain applications and flavor systems, neotame extends and enhances taste and flavor. For example, after chewing mint-flavored chewing gum for 20 minutes, sensory panelists reported that neotame-sweetened chewing gum had more mint flavor than samples sweetened with other sweeteners, including sugar. (See figure 5)

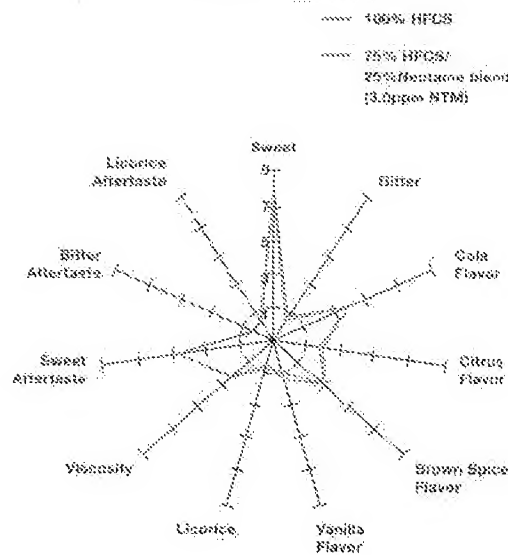
Neotame has been shown to modify and mask off-flavors when used at sweetening levels. Therefore application may include:

- Masking of off notes, e.g. vitamin and mineral fortification or other notes such as soy flavor
- Increased perception of flavor over an extended period
- Rounding out of flavor notes

Figure 4

Neotame Flavor Profile

Descriptive taste profile of a neotame (NTM)/high fructose corn syrup (HFCS) blend in cola-flavored carbonated soft drink.

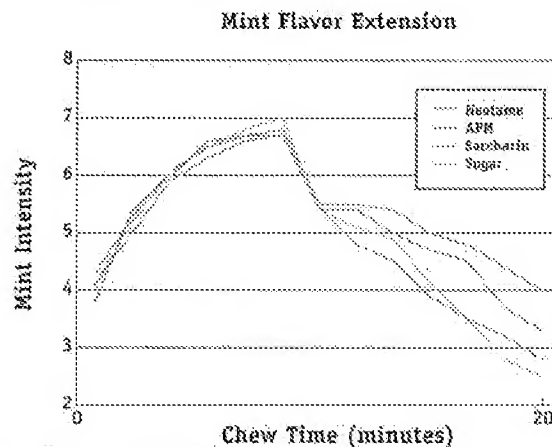


(Source: Study S883542 on file at The NutraSweet Company)

Figure 5

Neotame Flavor Enhancement

Neotame's influence on peppermint flavor in chewing gum.



Source: Mt. Prospect trained panel, 8 samples evaluated in duplicate October/November, 1999

• **Cost reduction** is a key benefit of using neotame. Its low cost and high potency combine to make it one of the lowest cost sources of sweetness available to formulators. Use of neotame as a sweetener source in either traditional or sugar-free food and beverages offers dramatic reductions in overall sweetener costs.

The low usage levels for neotame create the opportunity to deliver improved value throughout the supply chain. For example, the sweetness equivalency of eight metric tons of sugar can be replaced with as little as 1 kg of neotame reducing storage and shipping charges.

Use of neotame can also allow for reduction in other costly components such as acid and flavor in some applications because of its flavor enhancing ability.

• Neotame provides **consumer friendly labeling**. Neotame is safe for everyone, contributes no calories and does not require special labeling for phenylketonuric individuals.

| figure 6 | Neotame Product Overview |
|---|---|
| Neotame product specifications | |
| Identification test | Conforms to standard |
| Assay (dried basis) | 97.0% to 102.0% |
| Moisture | < 5.0% |
| Residue on ignition | < 0.2% |
| Specific rotation $[\alpha]_D^{25}$ | 40.0 to 43.4° |
| Other related substances | < 2.0% |
| N-[N-(3,3-dimethylbutyl)-L- α -aspartyl]-L-phenylalanine | < 1.5% |
| Lead | < 1 mg/kg |
| Neotame physical description | |
| Color | White to off white |
| Form | Powder |
| Molecular Formula | C ₂₀ H ₃₀ N ₂ O ₅ |
| Molecular Weight | 378.47 |
| pH (0.5% solution) | 5.0 to 7.0 |
| Solubility at 25° C | > 100g per 100g of ethanol ~1.3g per 100g of water |
| Taste | Sweet |

How is Neotame Different From Other Sweeteners?

Neotame offers formulators a unique tool when developing a wide variety of products. Neotame delivers a clean sweet taste without any significant off-notes. Furthermore, as neotame concentration is increased, only sweetness increases. This eliminates the occurrence of off-notes associated with diet or sugar-free products.

In what products can neotame be used?

Neotame can be used in

- Beverages
- Tabletop sweeteners
- Chewing gums and confectionery
- Baked goods
- Frozen desserts, ice cream, yogurt
- Cereals

Neotame also has application in pharmaceutical products and nutritional supplements and many other applications.

In which countries is neotame available?

As of August 2003, neotame is available in the following countries:

- U.S.
- *Latin America:* Costa Rica, Ecuador, Guatemala, Mexico, Peru and Trinidad & Tobago
- *Europe/Mid East:* Bulgaria, Czech Republic, Iran, Poland, Romania, Russia and Slovakia
- *Asia/Pacific:* Australia, China, New Zealand and Philippines

The Joint FAO/WHO Expert Committee on Food Additives (JECFA) favorably reviewed neotame in June 2003.

Neotame Product Specifications

(See Figure 6)

Ingredients

Neotame: N-[N-(3,3-dimethylbutyl)-L- α -aspartyl]-L-phenylalanine 1-methyl ester is a derivative of the dipeptide composed of the amino acids, aspartic acid and phenylalanine.

Kosher status

The Orthodox Union (OU) certifies neotame as kosher and pareve.

Regulatory status and labeling

Neotame is approved for use as a sweetener and flavor enhancer in foods and beverages. Labeling requirements will vary by country. Contact your NutraSweet representative for more details. Neotame does not need special labeling for phenylketonuric individuals.

Recommended storage

As a dry ingredient, neotame is stable for at least five years at ambient storage conditions, typically 59° to 86° F (15° to 30° C) and 35% to 60% relative humidity, when the inner bags are sealed. Like most dry ingredients, neotame should be stored to avoid high heat and humidity and with the inner bags sealed until ready to use.

Packaging/Shipping

CAS Number 165450-17-9

U.S. Department of Transportation class, item, non-hazardous



The NutraSweet Company



neotame

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